

Electronic Message Board (EMB) Standards

<u>Tiers</u>	<u>Title</u>	<u>Zoning District</u>	<u>Delay</u>	<u>White/Off</u>
I	Sports/Entertainment, Major	SE-A, 5,000+ seats	None	33%/None
	Sports/Entertainment, Minor	SE-B, 500-5,000 seats	2 sec's	33%/2 am
II	Commercial/Industrial	GB, HB, SC, LI, HI	8 sec's	33%/12 am
III	BusPk/Mxd Use/Ltd Comml	OBP, MUH, MUM, CL	5 min's	10%/10 pm
IV	Pub-Inst/Offc/Nghb Comml	PI, O, CN (EMB 50% max)	2 hrs	10%/10 pm
V	Resid, incl Non-Resid Uses	RS, RM (EMB 50% max)	12 hrs	10%/ 8 pm
OFB	Off Premise/Billbds	A. HB, LI, HI (or <400' fr. interst hwy)	8 sec's	33%/ none
		B. Other Districts	see above	see above

NOTES:

- **EMB Standards:**
 - Delay – minimum delay on content change
 - White - maximum percentage of sign face content shown in white (or very bright) colors.
 - Off - illumination of EMB sign turned off at certain time (until 7 am)
 - Brightness – maximum lumens for all EMB signs, maximum night (1,000 lumens) & day (7,500 lumens) levels.
 - No Transitions – static changes only
 - No Sequences - no sequential messages allowed
- **Special Overlay Regulations:** A number of overlay districts have special design standards that may affect signs allowed in those areas. Properties within these overlays should refer to the appropriate design manual for details. Some examples:
 - Downtown Area – proposed Downtown Design Overlay guidelines have separate sign standards, some of which may affect EMB's in the area.
 - NC 68 Scenic Corridor Overlay – does not permit EMB signs, except when not visible from NC 68.
 - Sports-Entertainment Overlay (see separate overlay description)– allow oversized signs, with increased sign size and height permitted as follows, and subject to all provisions below:
 - Wall signs – may meet GB sign regulations and may exceed maximum area by up to 100% in S-E/A and by 50% in S-E/B areas.
 - Freestanding signs – may meet BB sign regulations by right and may exceed height and size maximums (by up to 50%) only with the issuance of a Special Use Permit.
 - Spacing – for oversized signs in S-E/A or S-E/B, no signs shall be located within 200 feet of and be legible from SF residential zoning.
 - Area plans for S-E overlay areas may be prepared and adopted and may establish different sign standards at a later date.

10/27/08